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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD QUARTER AND HALF YEAR FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The major appliance industry shipped more than 11.5 million units in the second quarter, and more than 21.7 million units in the first half of 1985, establishing two new industry records, reports the Association of Home Appliance Manufacturers (AHAM).

Second quarter shipments were 8.2% higher than the comparable 1984 period -- the previous record quarter, and year-to-date shipments were 7.2% above last year's record first half.

"The figures for the first six months are good news to an industry eager for a second consecutive record year," comments AHAM President Robert Holding. The industry forecast calls for a 40.4-million-unit shipment in 1985, surpassing 1984's record by one million units.

June shipments of home comfort appliances -- room air conditioners and dehumidifiers -- were down, as expected, because moderate weather prevailed in the East and Midwest.

For practically all other appliances, June shipments were strong. Monthly shipments of microwave ovens (855,100 units), refrigerators (647,500 units), automatic washers (462,500 units), and disposers (354,700 units) were the highest for any June in history.

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For dishwashers (322,500 units), dryers (319,100 units), electric ranges (269,600 units) and freezers (136,400 units), shipments were the second highest ever for June.

With consumer confidence, the unemployment rate, the inflation rate and other economic conditions remaining relatively stable, a positive consumer demand for major appliances is likely to continue at its current pace, according to AHAM.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
June 1985

	June 1985	June 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change	Calendar Quarter 1985	Calendar Quarter 1984	% Change
ALL MAJOR APPLIANCES**	**3,830.0**	**3,835.3**	**- 0.1%**	**21,773.5**	**20,312.2**	**+ 7.2%**	**11,524.5**	**10,646.8**	**+ 8.2%**
COOKING - TOTAL	**1,106.9**	**966.5**	**+14.5**	**6,709.7**	**5,326.5**	**+26.0**	**3,464.4**	**2,719.9**	**+27.4**
ELECTRIC RANGES - TOTAL	269.6	265.7	+ 1.5	1,497.6	1,523.1	- 1.7	781.3	766.5	+ 1.9
Free Standing	219.4	216.7	+ 1.2	1,218.9	1,223.0	- 0.3	638.4	620.8	+ 2.8
Built-In	50.2	49.0	+ 2.4	278.7	300.1	- 7.1	142.9	145.7	- 1.9
MICROWAVE OVENS/RANGES	855.1	719.7	+18.8	5,313.6	3,915.3	+35.7	2,737.3	2,010.0	+36.2
HOME LAUNDRY - TOTAL	**781.7**	**701.9**	**+11.4**	**4,517.9**	**4,351.8**	**+ 3.8**	**2,254.3**	**2,040.9**	**+10.5**
AUTOMATIC WASHERS	462.5	428.4	+ 8.0	2,633.5	2,554.6	+ 3.1	1,342.0	1,228.4	+ 9.2
DRYERS - TOTAL	319.1	273.5	+16.7	1,884.4	1,797.2	+ 4.9	912.3	812.5	+12.3
Electric	255.5	217.6	+17.4	1,489.7	1,434.1	+ 3.9	726.5	649.4	+11.9
Gas	63.6	55.9	+13.8	394.6	363.1	+ 8.7	185.8	163.1	+13.9
KITCHEN CLEAN UP - TOTAL	**691.4**	**643.8**	**+ 7.4**	**3,900.0**	**3,865.1**	**+ 0.9**	**1,919.4**	**1,884.6**	**+ 1.8**
DISPOSERS	354.7	331.0	+7.2	2,092.3	2,060.0	+ 1.6	990.0	964.8	+2.6
DISHWASHERS - TOTAL	322.5	296.8	+ 8.7	1,721.9	1,717.1	+ 0.3	884.0	873.1	+ 1.2
Built-In	303.2	279.1	+ 8.6	1,600.6	1,597.0	+ 0.2	830.2	818.0	+ 1.5
Portable	19.3	17.7	+ 9.0	121.3	120.1	+ 1.0	53.8	55.1	- 2.4
COMPACTORS	14.2	16.0	-11.3	85.8	88.0	- 2.5	45.3	46.7	- 3.0
FOOD PRESERVATION - TOTAL	**783.9**	**758.6**	**+ 3.3**	**3,532.4**	**3,669.2**	**- 3.7**	**2,022.0**	**2,006.3**	**+ 0.8**
REFRIGERATORS	647.5	624.3	+ 3.7	2,925.0	3,017.3	- 3.1	1,683.1	1,657.1	+ 1.6
FREEZERS - TOTAL	136.4	134.3	+ 1.6	607.4	651.9	- 6.8	338.9	349.2	- 2.9
Chest	74.3	68.9	+ 7.8	317.6	341.8	- 7.1	178.9	183.3	- 2.4
Upright	62.1	65.4	- 5.0	289.8	310.1	- 6.5	160.0	165.9	- 3.6
HOME COMFORT - TOTAL	**466.2**	**764.4**	**- 39.0**	**3,113.5**	**3,099.5**	**+ 0.5**	**1,864.4**	**1,995.0**	**- 6.5**
ROOM AIR CONDITIONERS	415.6	647.9	-35.9	2,591.1	2,628.5	- 1.4	1,571.9	1,694.6	- 7.2
DEHUMIDIFIERS	50.6	116.5	-56.6	522.3	471.0	+10.9	292.5	300.4	- 2.6
GAS RANGES***	**175.9**	**152.6**	**+15.3**	**867.1**	**842.1**	**+ 3.0**	**444.7**	**422.9**	**+ 5.2**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.